

IN THE CLAIMS:

Please add Claims 96 to 113, as follows:

1. to 31. (Cancelled)

32. (Previously Presented) A system for multiple purpose smart cards,
the system including:

a card reader into which said smart card is insertable, said card reader
having a pressure sensitive membrane through which at least textual information on a
surface of an inserted smart card is visible;

said smart card which is adapted for both non-computer based and
computer-based information transfer from a transferor of the card to the transferee of the
card, the smart card comprising:

said textual information;

an electronic memory; and

data stored in the electronic memory enabling other information associated
with the textual information to be presented, dependent upon pressure directed to the
inserted smart card and exerted on said pressure sensitive membrane of the card reader;

said system further comprising:

presentation means communicating with said card reader for presenting the
other information; and

a keypad overlay, positionable above said membrane of said card reader, and when so positioned activating an alternate set of computer interpretable functions corresponding to a layout of selectable indicia or icons presented on said overlay.

33. (Previously Presented) A system according to claim 32, wherein said overlay forms part of said card reader and is configured to be removably positionable above said membrane to enable user selection of one or more of said alternate set of computer interpretable functions.

34. (Cancelled)

35. (Previously Presented) A smart card reader device for a multiple purpose smart card for both non-computer and computer-based information transfer, said card reader device comprising:

a pressure sensitive membrane through which textual information on a surface of an inserted smart card is visible, wherein said smart card comprises the textual information, an electronic memory, and data stored in the electronic memory enabling other information associated with the textual information to be presented, dependent upon pressure directed to the inserted smart card and exerted on said pressure sensitive membrane;

a keypad overlay positionable over said pressure sensitive membrane, wherein positioning the keypad overlay activates a set of computer interpretable functions

related to data within said card reader device, the overlay keypad being adapted for user selection of a key of said keypad to thereby select at least one of said computer interpretable functions.

36. to 94. (Cancelled)

95. (Previously Presented) A system according to Claim 32, wherein said overlay comprises a flap hingedly connected to said card reader and associated with a switch configured to detect positioning of said flap over said membrane to thereby activate said alternate set of computer interpretable functions.

Please add claims 96 to 113, as follows:

96. (New) A smart card for booking a desired one of plural selectable places at a venue, said smart card being constructed for insertion into a card reader which includes a pressure sensitive membrane through which an exposed top surface of an inserted smart card is visible, said smart card comprising:

at least one indicium on the exposed top surface of said smart card, said indicium having a plurality of portions having spatial correspondence to the selectable places at the venue; and

an electronic memory which stores data enabling the desired place to be booked dependent upon pressure being exerted on the pressure sensitive membrane at a

position over said indicium of the inserted smart card, to thereby select said indicium on the inserted smart card.

97. (New) The smart card as claimed in Claim 96, wherein said data includes a link to displayable information regarding a plan of a physical layout of said venue.

98. (New) The smart card as claimed in claim 97, wherein said indicium comprises a representation of said plan.

99. (New) The smart card as claimed in Claim 96, wherein said data includes a link to booking transaction data.

100. (New) A system for smart card electronic ticketing, said system comprising:

a smart card as claimed in Claim 96;

a vendor computer arrangement comprising a base memory in which is stored booking information regarding said venue to which tickets are sold by a vendor, updating means to update said booking information during the progress of sales, and a vendor communications link; and

a purchaser arrangement comprising a smart card reader, a purchaser communications link which can communicate with said vendor communication link, and a

display coupled to said reader and purchaser communications link for displaying electronic ticketing information.

101. (New) The system as claimed in Claim 100, wherein said smart card reader is located at said venue.

102. (New) A method for smart card electronic ticketing, said method comprising the steps of:

a vendor preparing at least one smart card as claimed in Claim 96;

distributing to a purchaser one of said smart cards;

said purchaser entering said smart card into a card reader arrangement and selecting the indicum to thereby book the desired place at the venue.

103. (New) A multiple purpose smart card for both non-computer based and computer-based information transfer from a transferor of the smart card to a transferee thereof, the smart card being constructed for insertion into a card reader system, the card reader system including a pressure sensitive membrane through which an exposed top surface of an inserted smart card is visible, and presentation means for presenting additional information to a user of the card reader system, said smart card comprising:

textual information configured on the exposed top surface, said textual information for facilitating non-computer based information transfer from the transferor to the transferee;

plural indicia configured on the top exposed surface, each indicium having at least one selectable portion associated therewith; and

an electronic memory which stores data enabling additional information supplemental to the textual information to be presented on the presentation means, dependent upon pressure being exerted on the pressure sensitive membrane at a position over the selectable portion of one of said indicia, to thereby select said indicium on the inserted smart card.

104. (New) The card as claimed in Claim 103, wherein said data comprises a link to the additional information, and the additional information comprises a supplemental text message supplementing said textual information.

105. (New) The card as claimed in claim 104, wherein the additional information is the textual information in machine-readable form.

106. (New) The card as claimed in Claim 103, wherein said data comprises a link to the additional information, and the additional information comprises a supplemental audio voice message supplementing said textual information.

107. (New) The card as claimed in Claim 103, wherein said data comprises a link to the additional information, and the additional information comprises a supplemental video message supplementing said textual information.

108. (New) The card as claimed in Claim 103, wherein said data comprises a link to the additional information, and the additional information comprises supplemental name and contact information supplementing said textual information.

109. (New) The card as claimed in Claim 103, wherein said data comprises a link to the additional information, and the additional information comprises a supplemental business activity supplementing said textual information.

110. (New) A system for multiple purpose smart cards in which each such smart card is adapted for both non-computer based and computer-based information transfer from a transferor of the smart card to a transferee thereof, wherein the smart card comprises both textual information and plural indicia on an exposed top surface thereof, each indicium having at least one selectable portion associated therewith, and an electronic memory which stores data enabling additional information supplemental to the textual information to be presented,

wherein said system comprises:

a card reader into which said smart card is insertable, the card reader having a pressure sensitive membrane through which the textual information and the indicia are visible; and

presentation means communicating with the reader for presenting the additional information, dependent on pressure exerted on the pressure sensitive membrane

at a position over the selectable portion of one of the indicia, to thereby select the indicium on the inserted card.

111. (New) A method for presenting information using a multiple purpose smart card adapted for both non-computer based and computer-based information transfer from a transferor of the smart card to a transferee thereof, wherein the smart card comprises both textual information and plural indicia on an exposed top surface thereof, each indicium having at least one selectable portion associated therewith, and an electronic memory which stores data enabling additional information supplemental to the textual information to be presented,

wherein said method comprises the steps of:

inserting the smart card into a card reader having a pressure sensitive membrane through which the textual information and the indicia are visible;

exerting pressure on the pressure sensitive membrane at a position over the selectable portion of one of the indicia, to thereby select the indicium of the inserted card;
and

presenting the additional information on a presentation means
communicating with the card reader.

112. (New) A computer program for directing at least one processor to execute a procedure for presenting information using a multiple purpose smart card adapted for both non-computer based and computer-based information transfer from a

transferor of the smart card to a transferee thereof, wherein the smart card comprises both textual information and plural indicia on an exposed top surface thereof, each indicium having at least one selectable portion associated therewith, and an electronic memory which stores data enabling additional information supplemental to the textual information to be presented,

wherein said computer program comprises:

code for establishing communication between a smart card and a card reader into which the smart card is inserted, the card reader having a pressure sensitive membrane through which the textual information and the indicia are visible; and

code responsive to pressure exerted on the pressure sensitive membrane at a position over the selectable portion of one of the indicia, for presenting the additional information on a presentation means communicating with the card reader.

113. (New) A computer readable medium having a computer program recorded thereon for directing at least one processor to execute a procedure for presenting information using a multiple purpose smart card adapted for both non-computer based and computer-based information transfer from a transferor of the smart card to a transferee thereof, wherein the smart card comprises both textual information and plural indicia on an exposed top surface thereof, each indicium having at least one selectable portion associated therewith, and an electronic memory which stores data enabling additional information supplemental to the textual information to be presented,

wherein said computer program comprises:

code for establishing communication between a smart card and a card reader into which the smart card is inserted, the card reader having a pressure sensitive membrane through which the textual information and the indicia are visible; and

code responsive to pressure exerted on the pressure sensitive membrane at a position over the selectable portion of one of the indicia, for presenting the additional information on a presentation means communicating with the card reader.